

"Waynesville The Beautiful"

Where They Are Now Spending \$110,000 On New Residences and Business Blocks and
Where They Have Good Roads and Permanent Payroll.

Of course, 'most everyone knows that Waynesville is a beautiful resort, beautifully situated within the very shadows of the great old Smokies and the towering Balsams.

Everybody knows, too, that last year there were 10,000 visitors here; that this year there's going to be more; that some day soon there's going to be a paved road from here up to Knoxville's front door; that the great Southern Assembly and superb Lake Junaluska are right at hand; that the town has an annual payroll of something like \$40,000, and all that sort of thing.

Everybody knows all that to be

it increase as rapidly as possible this already substantial payroll.

Waynesville is really destined to become a great manufacturing centre—of that there can be no doubt. The Waynesville Furniture Company, the Unagusta Manufacturing Company, the Waynesville Wood Manufacturing Company and the Junaluska Leather Company, besides many smaller industries here, are all prosperous and doing a constantly increasing business.

The rich natural resources of the country immediately surrounding Waynesville offer remarkable opportunities for investment. One lumber

down here—that those who read this may understand that the territory tributary to this beautiful town is potentially the richest in Western North Carolina.

To sum up a few of the advantages of Waynesville as a resort, then, it is worth while to remember that it is literally right in the midst of the most gorgeous mountain scenery on the American continent. It is 2,800 feet above sea level—or something like 800 feet higher than the resorts of Asheville or Henderson. Within a radius of ten miles are to be seen five peaks each towering 6,000 feet or more into the azure sky. The forest clad Smokies and Balsam ranges are literally ramparts of the world which protect and make secure this beautiful town.

The average temperature here for entire year is about 59 degrees. Mosquitoes are strangers and the hay fever sufferer here finds quick and certain relief.

The United States Weather Bureau report for the summer of 1911 shows 52 perfectly clear days for Waynesville as against 25 perfectly clear days for Asheville, only 25 miles distant, due to the higher altitude of Waynesville.

Waynesville and its suburbs have a permanent population of over 3,000.

It has paved streets and macadam roads, electric lights and the purest water supply in the United States. It is within a day's journey of all the principal cities east of the Mississippi, and good through Pullman service, and has excellent hotel and boarding house accommodations.

The town has two strong banks with a capital of \$100,000 and assets aggregating \$1,000,000. A development which is to have a very marked effect on the city's growth is an electric trolley line which will direct much of the county's commerce into this city. This project is backed by local capital and will be built. It will mean a very great deal to the future of Waynesville.

A town is what its business men make it and Waynesville is the fine city it is solely because of the energy and public spirit of its citizens and business houses.

Clyde H. Ray is mayor of Waynesville.

The city councilmen are P. L. Turbyfill, W. L. Hardin, J. L. Stringfield, Henderson Jones, Charles Miller.

Hardin Howell is city attorney and J. S. Bohanan is city treasurer.

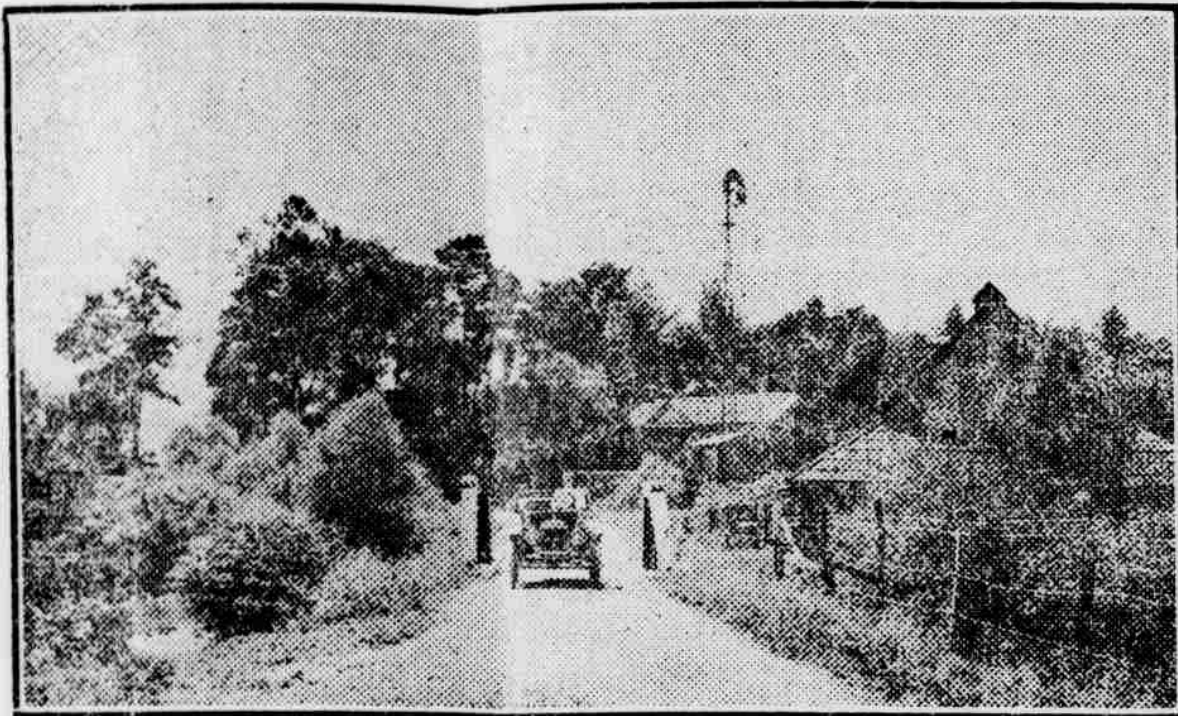
The Waynesville Board of Trade is an active organization composed of the business men of the town. Mr. Frank W. Miller, Secretary, will cheerfully answer all inquiries.

Lake Junaluska

Where One Million Dollars is Being Invested

Within one and one-half miles of Waynesville is the largest Chautauqua and Assembly grounds in the world—a one million dollar enterprise. The Southern Assembly which is backed by the Laymen's Movement of the Methodist Episcopal Church South, owns a magnificent stretch of country, one thousand acres or more, within a

hotel on the grounds, and several buildings devoted to the use of the different Southern States whose delegates and visitors will come here. There will be a large training school. Grounds for all kinds of healthful recreations, more handsome residences and innumerable other attractions which will make this one of the most



A Good Road in Haywood County, near Waynesville.

sure, but WHO knows how fast the town of Waynesville is actually growing?

Do you?

Well possibly this one fact will serve as an index to that remarkable growth:

Building operations within the corporation limits, work now actually under way, amounts to more than \$110,000! This amount takes no account of the vast sums spent and being spent at Lake Junaluska, neither does it include the various improvements in the surrounding country, such as, for instance the \$7,000 addition to Eagles Nest—that remarkable hotel which gazes at a world from its dizzy height. People have been coming to Waynesville from the hot South ever since roads were made. When the Murphy line was built they began to come in larger numbers and last season there were 10,000 visitors, which as a disinterested observer, you will admit is some little crowd of people.

Now there's talk of a new railroad—and that will help some, of course, but almost as potent a factor as another railroad would be is the good roads sentiment prevailing here.

Haywood county has many miles of improved roads—that goes without the saying almost, and the roads around Waynesville are particularly fine. But within very reasonable distance of Waynesville lies the great city of Knoxville—and Knoxville is the gate city through which some day literally thousands of automobiles from the South will come to the mountains of Western North Carolina and to Waynesville.

The completion of the Asheville-Knoxville Highway will mean just this:

It will open up this scenic playground to many of the richest States in the South.

And will they come?

The answer is—they will! Ten thousand of them came last season!

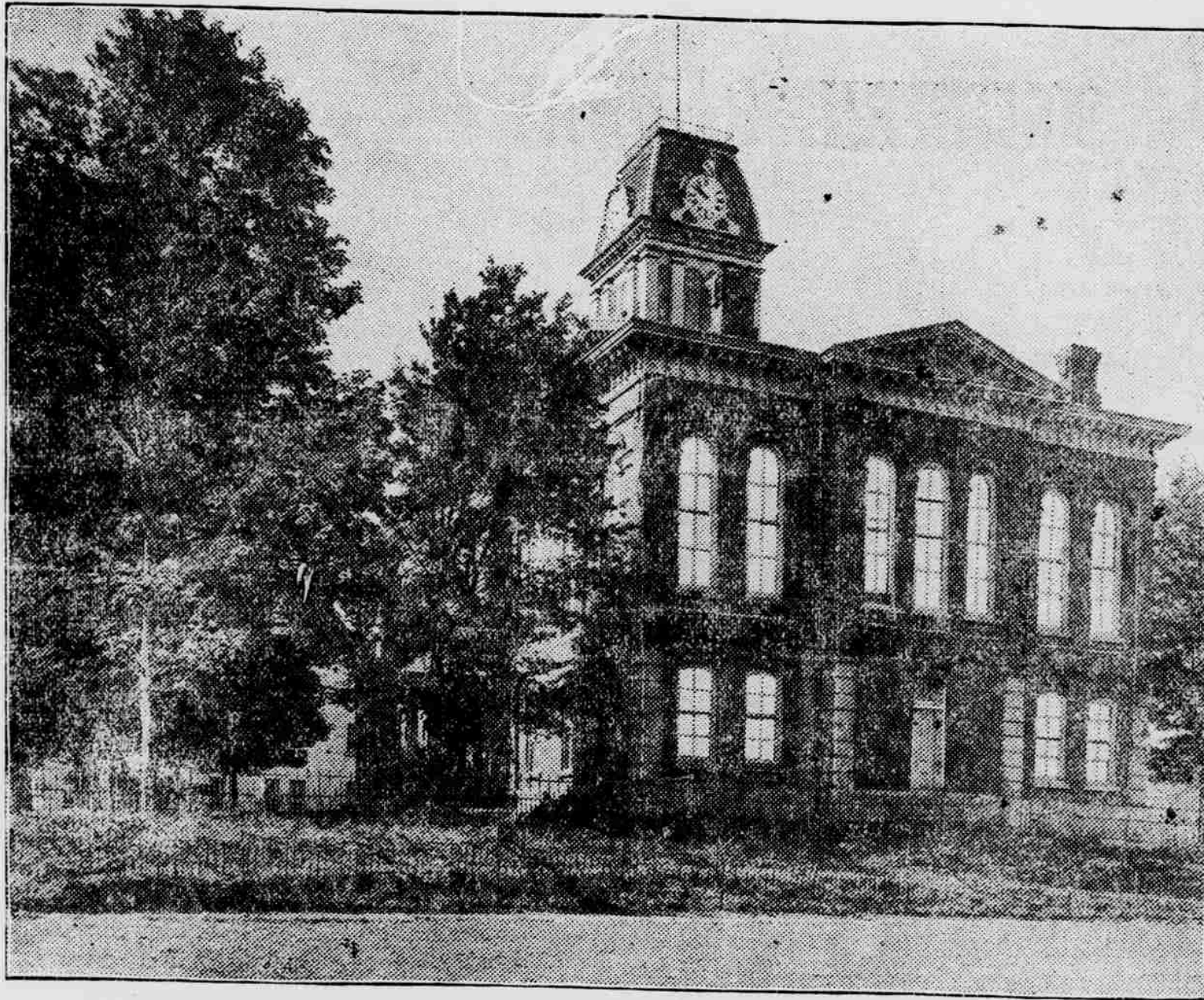
But "Waynesville the Beautiful" does not depend entirely upon the welcome summer visitor for its prosperity.

The town has an annual payroll of something like \$40,000, and the men who do things in the town have but one fixed determination in life. That

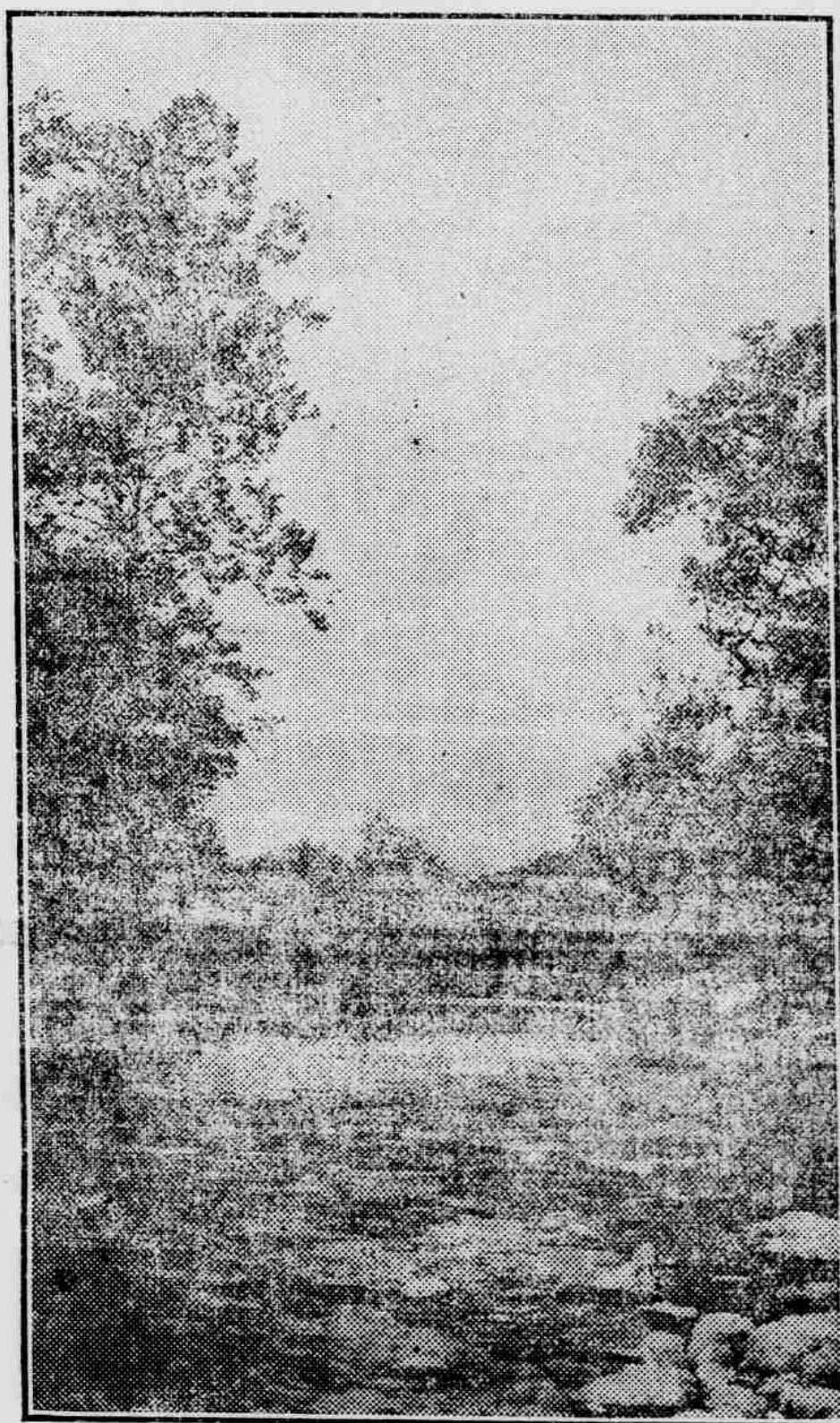
company, for instance, which has its headquarters in Haywood county, is capitalized at \$2,000,000. And it is worthy of note that the county's natural wealth has as yet only been scratched on the surface.

Yes, Waynesville is a coming city. It's the county seat of a county unequalled in the production of apples and fine cattle, horses and sheep. Grass grows on the mountain sides as well as in the valleys, and as fast as the timber is removed a richer product springs up. Haywood county is also rich in minerals while her water power is a vast undeveloped source of untold wealth.

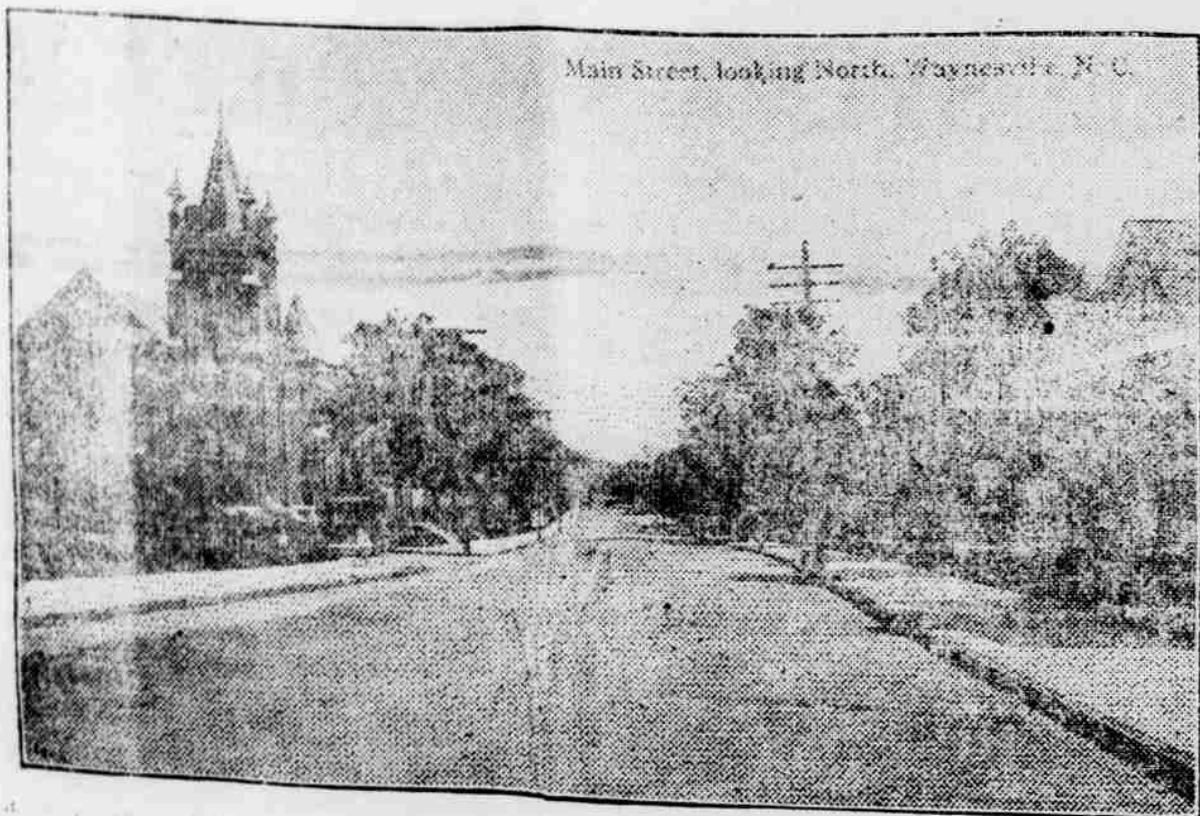
All this means much to Waynesville and that is why these facts are set



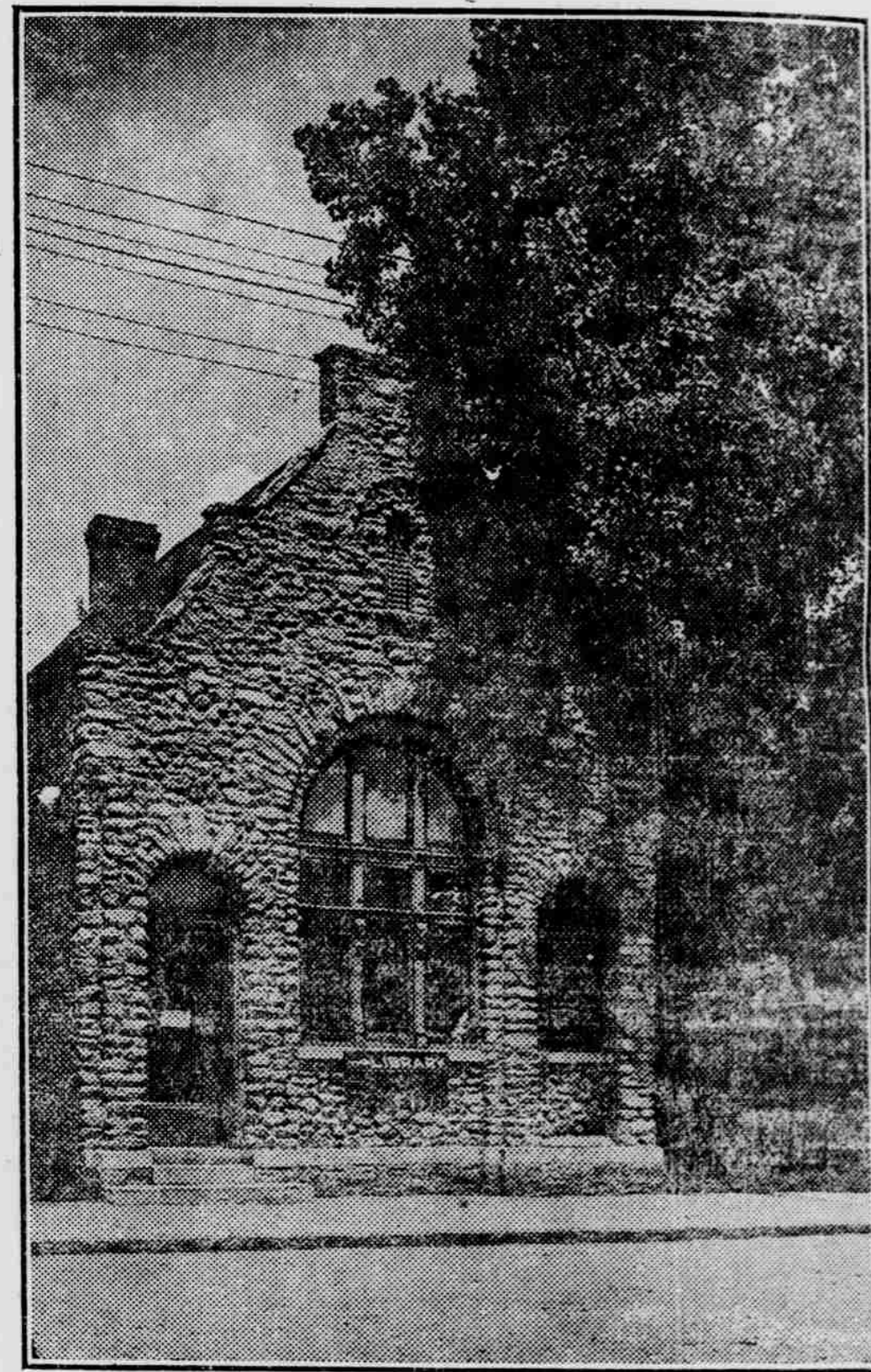
Haywood County Court House.



Richland Creek, Haywood County.



Scene on Main Street, Waynesville.



Waynesville Fine Public Library.

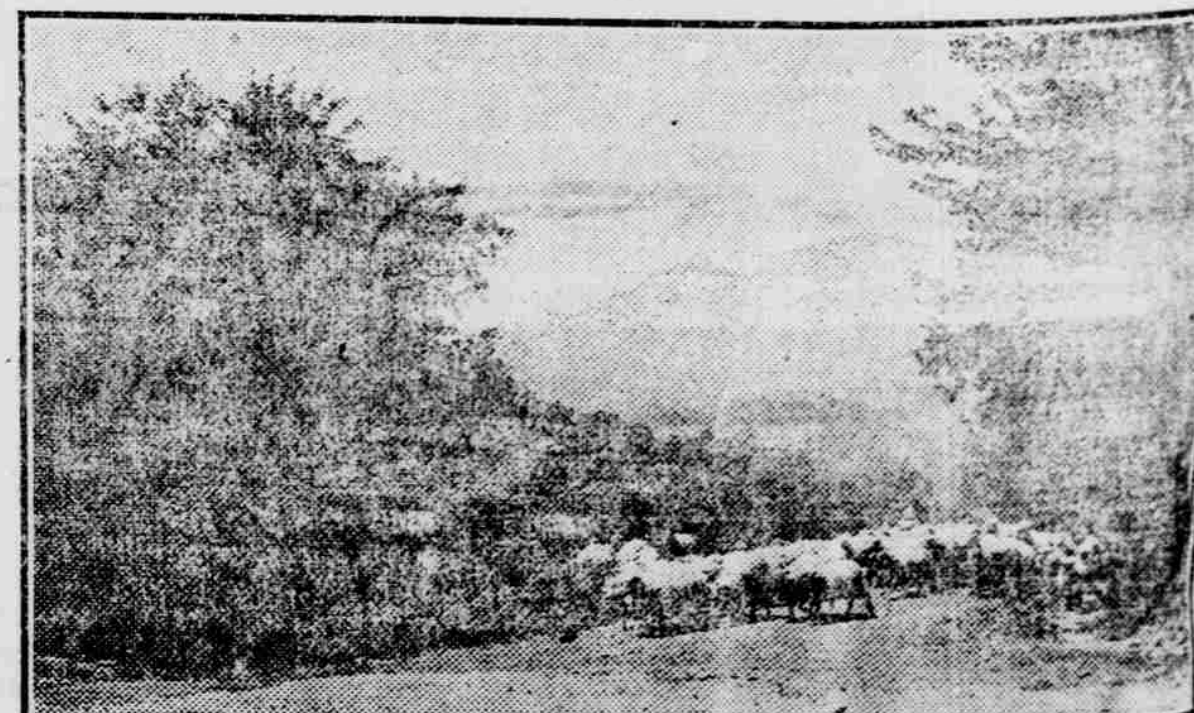
short distance of Waynesville. A very beautiful body of water, Lake Junaluska covers nearly 300 acres of land and reflects in its placid waters the shadows of surrounding mountain ranges. Lake Junaluska is skirted by a well built driveway, and eventually a trolley line will whiz the visitor around its six miles of shore line. A concrete dam 925 feet long, as enduring as Time itself, holds in check the waters of Richland creek and forms a marvelously beautiful lake 2560 feet above the sea, or nearly 600 feet higher than the Southern Railway station at Asheville.

An immense steel auditorium, seating 4,000 people, has been built, and the first convention held at the Lake, (the second General Missionary Conference) last June, revealed it as a perfect model of its kind.

Only a part of the improvements were completed in time for this year's session of the Assembly. By next year there will be a great and modern

delightful places in America. Bishop James Atkins, Dr. James Cannon, Dr. George R. Stuart, John R. Pepper and other leading men of the South are identified with this great movement.

It is the policy of The Southern Assembly to make this the religious and intellectual center of the Methodist Church. The various auxiliary organizations will erect buildings to serve as headquarters and model schools of instruction. But the recreative features are not to be neglected. All grounds not set apart for Assembly buildings, parks, driveways, golf courses and other recreation grounds, have been divided into lots by skillful landscape artists and engineers. These will be sold for summer residences. The idea is to utilize all of this God given grandeur in bringing about maximum benefits to body and soul. It is to be a Christian summer resort the like of which the world has never seen.



Sheep in Haywood County, on the Murphy Division.